

CLAIMS:

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1. A carrier sheet comprising a printed paper sheet having printed matter on at least a front face thereof, said printed matter containing card information printed in a card area, a polyfilm¹⁸ patch adhered over said card area and over said card information printed thereon, a thin flexible patch of magnet¹² material ^{adhesively} secured on a rear face of said paper sheet and extending over said card area, a die-cut in said sheet delineating the contour of said card area and extending through said polyfilm patch and paper sheet and into said patch of magnet material, and holding means along said die-cut to hold said die-cut card in said sheet.

2. A carrier sheet as claimed in claim 1 wherein said die-cut extends only partly into said patch of magnetic material to form a burstable region in said uncut region of said magnet material along said die-cut, said burstable region constituting said holding means.

3. A carrier sheet as claimed in claim 1 wherein said die-cut has an ornamental shape.

4. A carrier sheet as claimed in claim 1 wherein said printed matter is a common message, said carrier sheet with said die-cut card area being personalized in a laser printing machine.

5. A carrier sheet as claimed in claim 1 where die-cut holding tabs are formed along said die-cut and have sufficient retention strength to prevent said die-cut card area to detach from said sheet when processed in said laser printing machine.

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6. A carrier sheet as claimed in claim 1 wherein said die-cut card is a promotional magnet card.

7. A carrier sheet as claimed in claim 1 wherein said printed paper sheet is machine foldable in panels to constitute a glue fold envelope mailer containing an outer printed address panel, and an inner printed message form containing said die-cut card in a panel thereof.

8. A method of manufacturing a carrier sheet comprised of a printed paper sheet having an integrated detachable die-cut card having a magnet material backing, said method comprising the steps of:

- i) printing on at least a front face of said paper sheet information matter at predetermined locations and card information in a card area,
- ii) securing a polyfilm patch over said card area and card information printed thereon,
- iii) securing a thin flexible patch of magnet material on a rear face of said paper sheet and extending over said card area, and
- iv) die-cutting a delineated contour of said card area from said front face; said die-cut extending through said polyfilm patch and paper sheet and into said patch of magnet material, said die-cut forming holding means in said delineated contour.

9. A method as claimed in claim 8 wherein said step (iv) comprises die-cutting only partly into said patch of magnet material to form a burstable region along said uncut region of said magnet material, said burstable region constituting said holding means.

10. A method as claimed in claim 7 wherein there is further provided the step of printing personalized

11. A method as claimed in claim 10 wherein there is further provided the steps of folding said sheet into two or more panels, and adhesively securing said panels to form a mailer with said personalized information appearing on an outer face of one of said panels and said die-cut card located in another of said panels.

13. A method as claimed in claim 11 wherein there is further provided the step of removing said die-cut card from said paper sheet by applying finger pressure against said card area while holding said paper sheet free and popping said die-cut card from said paper sheet by bursting said uncut region of said magnet material.